

**CLAIMS**

What is claimed is:

1. An image receptive medium comprising  
a substrate having a first and a second surface;  
a non-porous image layer printed on at least a portion of the first surface of the substrate;  
and  
an ink receptive layer selectively applied on at least one predetermined area of the non-porous image layer and a portion of the first surface of the substrate, wherein the ink receptive layer is receptive to an inkjet ink.
2. The image receptive medium of claim 1, wherein the substrate is planar and comprises a thermoplastic or a paper material.
3. The image receptive medium of claim 2, wherein the thermoplastic material is selected from the group consisting of polyethylene, polypropylene, polyvinylchloride, and polyethylene terephthalate.
4. The image receptive medium of claim 1, wherein the non-porous image layer is printed on a portion of the first surface of the substrate by a printing process selected from the group consisting of a gravure process, an off-set process, a flexographic process, a lithographic process, an electrographic process, an electrophotographic process, an ion deposition process, a magnetographics process, an inkjet printing process, a screen printing process, and a thermal mass transfer process.
5. The image receptive medium of claim 4, wherein the non-porous image layer is printed on a portion of the first surface of the substrate by a screen printing process.

6. The image receptive medium of claim 1, wherein the non-porous image layer is a dried solvent-based printing ink.
7. The image receptive medium of claim 1, wherein the non-porous image layer is a cured ultra-violet curable printing ink.
8. The image receptive medium of claim 1, wherein the ink receptive layer is receptive to a solvent-based inkjet ink.
9. The image receptive medium of claim 1, wherein the ink receptive layer is receptive to an aqueous inkjet ink.
10. The image receptive medium of claim 1, wherein the ink receptive layer is a solvent-based coating.
11. The image receptive medium of claim 1, wherein the ink receptive layer is an ultra-violet curable coating.
12. The image receptive medium of claim 11, wherein the ultra-violet curable coating further comprises granules dispersed in the coating to facilitate the absorption of the inkjet ink.
13. The image receptive medium of claim 12, wherein the granules are preferably located substantially near the surface of the ultra-violet curable coating.
14. A display advertising system for displaying a visual advertising message formed of a first printed fixed visual component and at least one customizable printed component comprising:  
a substrate having a first and a second surface and having thereon at least a portion of the first surface of the fixed visual component of the advertising message; and

an ink receptive layer selectively positioned on a predetermined area of the fixed visual component and a portion of the first surface of the substrate, wherein the ink receptive layer is receptive to an inkjet ink.

15. The display advertising system of claim 14, wherein the substrate is planar and comprises a thermoplastic or a paper material.

16. The display advertising system of claim 15, wherein the thermoplastic material is selected from the group consisting of polyethylene, polypropylene, polyvinylchloride, and polyethylene terephthalate.

17. The display advertising system of claim 14, wherein the fixed visual component is printed on a portion of the first surface of the substrate by a printing process selected from the group consisting of a gravure process, an off-set process, a flexographic process, a lithographic process, an electrographic process, an electrophotographic process, an ion deposition process, a magnetographics process, an inkjet printing process, a screen printing process, and a thermal mass transfer process.

18. The display advertising system of claim 17, wherein the fixed visual component is printed on a portion of the first surface of the substrate by a screen printing process.

19. The display advertising system of claim 14, wherein the fixed visual component is a dried solvent-based printing ink.

20. The image receptive medium of claim 14, wherein the non-porous image layer is a cured ultra-violet curable printing ink.

21. The image receptive medium of claim 14, wherein the ink receptive layer is receptive to a solvent-based inkjet ink.
22. The image receptive medium of claim 14, wherein the ink receptive layer is receptive to an aqueous inkjet ink.
23. The display advertising system of claim 14, wherein the ink receptive layer is a solvent-based coating.
24. The display advertising system of claim 14, wherein the ink receptive layer is an ultra-violet curable coating.
25. The image receptive medium of claim 24, wherein the ultra-violet curable coating further comprises granules dispersed in the coating to facilitate the absorption of the inkjet ink.
26. The image receptive medium of claim 25, wherein the granules are preferably located substantially near the surface of the ultra-violet curable coating.
27. An advertising media comprising:
  - a thermoplastic substrate having a first and a second surface;
  - an ink layer, wherein the layer includes an ink selected from the group consisting of a solvent, aqueous, and UV-curable based ink, printed on a portion of the first surface of the substrate, wherein the ink layer forms a non-porous image layer; and
  - an inkjet receptive ink layer selectively applied on a predetermined area of the non-porous image layer and a portion of the first surface of the substrate, wherein the inkjet receptive layer is a composite selected from the group consisting of a solvent-based material, an aqueous-based material, and a UV-curable material, and wherein the inkjet receptive ink layer is receptive to an inkjet ink.

28. The advertising media of claim 27, wherein the thermoplastic substrate is selected from the group consisting of polyethylene, polypropylene, polyvinylchloride, and polyethylene terephthalate.
29. The advertising media of claim 27, wherein the non-porous image layer is printed on a portion of the first surface of the substrate by a printing process selected from the group consisting of a gravure process, an off-set process, a flexographic process, a lithographic process, an electrographic process, an electrophotographic process, an ion deposition process, a magnetographics process, an inkjet printing process, a screen printing process, and a thermal mass transfer process.
30. The advertising media of claim 29, wherein the non-porous image layer is printed on a portion of the first surface of the substrate by a screen printing process.
31. The advertising media of claim 27, wherein the non-porous image layer is a dried solvent-based printing ink.
32. The advertising media of claim 27, wherein the non-porous image layer is a cured ultra-violet curable printing ink.
33. The advertising media of claim 27, wherein the ink receptive layer is receptive to a solvent-based inkjet ink.
34. The advertising media of claim 27, wherein the ink receptive layer is receptive to an aqueous inkjet ink.
35. The advertising media of claim 27, wherein the ink receptive layer is a solvent-based coating.

36. The advertising media of claim 27, wherein the ink receptive layer is an ultra-violet curable coating.
37. The advertising media of claim 36, wherein the ultra-violet curable coating further comprises granules dispersed in the coating to facilitate the absorption of the inkjet ink.
38. The advertising media of claim 37, wherein the granules are preferably located substantially near the surface of the ultra-violet curable coating.
39. A method of providing an image receptive medium comprising the steps of:  
providing a substrate having a first and a second surface;  
printing a non-porous image layer on a portion of the first surface of the substrate; and  
applying an ink receptive layer on a predetermined area of the non-porous image layer and a portion of the first surface of the substrate, wherein the ink receptive layer is receptive to an inkjet ink.
40. The method of claim 39, wherein the substrate is planar and comprises a thermoplastic or a paper material.
41. The method of claim 40, wherein the thermoplastic material is selected from the group consisting of polyethylene, polypropylene, polyvinylchloride, and polyethylene terephthalate.
42. The method of claim 39, wherein the non-porous image layer is printed on a portion the first surface of the substrate by a printing process selected from the group consisting of a gravure process, an off-set process, a flexographic process, a lithographic process, an electrographic process, an electrophotographic process, an ion deposition process, a magnetographics process, an inkjet printing process, a screen printing process, and a thermal mass transfer process.

43. The method of claim 42, wherein the non-porous image layer is printed on the first surface of the substrate by a screen printing process.
44. The method of claim 39, wherein the non-porous image layer is a dried solvent-based printing ink.
45. The method of claim 39, wherein the non-porous image layer is a cured ultra-violet curable printing ink.
46. The method of claim 39, wherein the ink receptive layer is receptive to a solvent-based inkjet ink.
47. The method of claim 39, wherein the ink receptive layer is receptive to an aqueous inkjet ink.
48. The method of claim 39, wherein the ink receptive layer is a solvent-based coating.
49. The method of claim 39, wherein the ink receptive layer is an ultra-violet curable coating.
50. The image receptive medium of claim 49, wherein the ultra-violet curable coating further comprises granules dispersed in the coating to facilitate the absorption of the inkjet ink.
51. The image receptive medium of claim 50, wherein the granules are preferably located substantially near the surface of the ultra-violet curable coating.
52. A method of facilitating a business relationship between a first party and a second party comprising the steps of:

preparing an image receptive medium by the first party, wherein the first party is an advertiser, and wherein the medium comprises;

a substrate having a first and a second surface;

a non-porous image layer printed on a portion of the first surface of the substrate; and

an ink receptive layer selectively applied on a predetermined area of the non-porous image layer and a portion of the first surface of the substrate, wherein the ink receptive layer is receptive to an inkjet ink;

sending the image receptive medium to the second party, wherein the second party is a local distributor; and wherein the second party prints a customized and a detailed image onto the ink receptive layer for advertising purposes; and

having the second party distribute the customized image receptive medium to at least one local proprietor.